

Event Management procedures:

Procedures:

1. Planning Procedures:

During the planning phase, event managers develop the event concept, establish key objectives, and create an overall project plan.

- Conduct market research to identify target audience preferences, industry trends, and potential competition. This helps organizers make informed decisions and create events that resonate with attendees.
- Develop an event concept, considering factors like theme, format, and target audience. A strong event concept differentiates the event and generates excitement among potential attendees.
- Define event objectives and key performance indicators (KPIs), which serve as benchmarks for measuring success and guiding decision-making throughout the planning process.
- Establish an event budget, allocating funds for various aspects of the event, including venue rental, catering, marketing, and entertainment. The budget serves as a financial roadmap and helps prioritize expenditures.
- Identify and secure a suitable event venue by considering factors like capacity, location, amenities, and accessibility. The venue plays a critical role in shaping attendee experience and overall event success.
- Determine the event timeline and schedule by creating a detailed program that includes registration, keynote speakers, breakout sessions, networking opportunities, and other activities.

2. Organization Procedures:

In the organization phase, event managers assemble the event team, assign responsibilities, and begin coordinating resources.

- Assemble an event team, including staff members, volunteers, and third-party vendors, and clearly define roles and responsibilities for each member.
- Develop a project plan and work breakdown structure (WBS) to outline tasks, deadlines, and milestones, ensuring all team members understand their duties and the overall event timeline.

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- Secure sponsorships and partnerships by identifying potential sponsors and developing tailored sponsorship packages that align with their marketing goals.
- Establish vendor relationships and negotiate contracts by researching and comparing vendors, requesting proposals, and selecting providers that offer the best value and fit for the event's needs.
- Develop a marketing and promotional strategy to create awareness and generate excitement for the event, utilizing tactics like email campaigns, social media, and targeted advertising.
- Implement a registration system and guest management process, including online ticket sales, on-site registration, and attendee check-in, to ensure a seamless guest experience.

3. Execution Procedures:

During the execution phase, event managers oversee the setup, manage on-site logistics, and ensure the event runs smoothly.

- Oversee event setup, including staging, lighting, and audiovisual requirements, to create an engaging atmosphere and facilitate presentations and performances.
- Coordinate staff, volunteers, and vendors by clearly communicating expectations, providing support, and addressing any issues that may arise.
- Manage guest check-in and on-site registration to ensure attendees are welcomed and directed to the appropriate areas.
- Monitor attendee engagement and satisfaction throughout the event by encouraging feedback, addressing concerns, and making adjustments as needed.
- Execute the event program, including speaker and entertainment schedules, by managing technical requirements, coordinating presenters, and ensuring smooth transitions between sessions.
- Manage catering and hospitality services, ensuring food and beverage offerings meet guest expectations and accommodate dietary restrictions.

4. Monitoring Procedures:

Event managers monitor the event's progress, track KPIs, and ensure all aspects adhere to the established timeline and budget.

- Track event progress against established timelines and budgets, regularly reviewing performance and making necessary adjustments to keep the event on track.

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- Communicate with stakeholders to share updates, discuss challenges, and address concerns, maintaining transparency and fostering collaboration.
- Collect and analyze event data, such as attendance, engagement metrics, and satisfaction ratings, to measure success and inform future decision-making.
- Evaluate vendor performance and ensure adherence to contractual obligations, addressing any issues and recognizing exceptional service.

5. Evaluation Procedures:

Following the event, organizers collect feedback, assess performance against established KPIs, and identify areas for improvement.

- Collect attendee, sponsor, and stakeholder feedback through surveys, interviews, and observations, providing valuable insights for future events.
- Analyze event performance against KPIs to measure success and identify opportunities for improvement in areas like attendance, engagement, and budget management.
- Develop strategies to enhance future events based on insights gathered during the evaluation process.
- Report findings to stakeholders and key decision-makers to demonstrate transparency and highlight the event's impact.

6. Sustainability Procedures:

Event managers implement eco-friendly practices and collaborate with vendors to minimize the event's environmental footprint.